

## REMARKS

Applicant thanks Examiner Armstrong for courtesies extended during a telephone interview on July 18, 2002 with Attorney Einschlag and Inventor Hejna. During the telephone interview, Applicant proposed amendments to claims 1, 3 and 5-11. Further, Attorney Einschlag and Inventor Hejna discussed reasons for their belief that each of the claims in the patent application were patentable over Richard et al (US Patent No. 5,924,068), and patentable over Richard et al in view of Oikawa et al (US Patent No. 5,396,577). In response, Examiner Armstrong agreed to discuss the matter with the Examiner's supervisor.

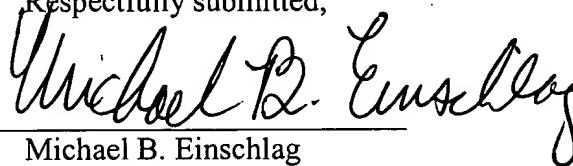
In a further telephone call from Attorney Einschlag to the Examiner, the Examiner informed him that the Examiner and the Examiner's Supervisor would not allow the claims without doing a further search.

In light of the above, Applicant has amended claims 1, 3, and 5-11 to more clearly define the present invention. No new matter has been added.

Attached hereto is a marked-up version of the changes made to the claims by the current amendment. The attached page is captioned "Version with markings to show changes made."

Respectfully submitted,

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**VERSION WITH MARKINGS TO SHOW CHANGES MADE**

Claim 1 has been amended as follows:

1. (Amended) A method for inferring audience affinity or aptitude with regard to content or properties of portions of a media work which comprises:

- presenting the media work to an audience;
- obtaining user input regarding presentation rates for the portions of the media work;
- correlating the content or properties of the [portion] portions with the presentation rates; and;
- associating audience affinity or aptitude with the presentation rates for the correlated content or properties.

2. (Not Amended) The method of claim 1 wherein the presentation rates include a rate which causes a portion to be skipped.

Claim 3 has been amended as follows:

3. (Amended) A method of utilizing audience affinity or aptitude associated with content or properties to present a media work which comprises:

- detecting the content or properties in a portion of the media work;
- associating [a presentation rate of the portion] the audience affinity or aptitude associated with the detected content or properties with a presentation rate for the portion; and
- presenting the portion at the presentation rate.

4. (Not Amended) The method of claim 3 wherein associating includes accepting user input to determine the presentation rate.

Claim 5 has been amended as follows:

5. (Amended) A method of [utilizing audience affinity or aptitude associated with content or properties to present] presenting a media work which comprises:

- detecting content or properties in portions of the media work;
- associating a presentation order with the detected content or properties that is different from the order of detection;
- reordering the portions according to the presentation order; and

presenting the media work in accordance with the presentation order.

Claim 6 has been amended as follows:

6. (Amended) A method of [utilizing audience affinity or aptitude associated with content or properties to present] presenting a media work which comprises:  
detecting content or properties in portions of the media work;  
associating a presentation order with the detected content or properties that is different from the order of detection; and  
presenting the media work in accordance with the presentation order;  
wherein the step of associating further comprises associating a presentation rate of the portion with the detected content or properties; and the step of presenting comprises presenting the media work in accordance with the presentation order and the presentation rates.

Claim 7 has been amended as follows:

7. (Amended) A method of testing aptitude of [a] an audience for content or properties of portions of a media work which comprises:  
presenting the media to the audience;  
obtaining user input regarding presentation rates for the portions of the media work; and  
correlating the presentation rates with the aptitude for the content or properties of the portions.

Claim 8 has been amended as follows:

8. (Twice Amended) A method of presenting a media [works] work having a presentation rate which comprises:  
accessing information identifying [a] the media work and a time to retrieve the media work;  
retrieving the identified media work at the time;  
accessing presentation rate information to obtain a new presentation rate for use in altering the [presentation rate of the] media work; and  
altering the [presentation rate of the] media work to create an altered work having the new presentation rate.

Claim 9 has been amended as follows:

9. (Amended) The method of claim 8 which further comprises:  
concatenating [several] at least two altered media works to form a concatenated media work; and  
presenting the concatenated media work.

Claim 10 has been amended as follows:

10. (Amended) A method of presenting a media work which comprises:  
detecting media work content properties in a portion of the media work;  
associating a presentation rate of the portion with the detected media work content properties; and  
presenting the portion at the presentation rate;  
wherein the presentation rates provide a substantially uniform rate of content presentation.

Claim 11 has been amended as follows:

11. (Amended) A method of presenting a media work which comprises:  
detecting media work content properties in a portion of the media work;  
associating a presentation rate of the portion with the detected media work content properties;  
presenting the portion at the presentation rate; and  
wherein the media work content properties comprise indicia of actions of objects.

12. (Not Amended) A method of determining the duration of an altered media work having a presentation rate of one or more of its segments that differs from that of a media work used to create the altered media work, which method comprises:

segmenting the media work into segments having a single presentation rate;  
determining the length of the segments of the media work;  
computing the duration of the segments of the media work after application of the presentation rate; and

summing the durations to determine the duration of the altered media work.

13. (Not Amended) The method of claim 12 which further comprises:

excising segments from the media work having a presentation rate that exceeds a predetermined threshold.